

# California Banner Advertising Network



# First off, who am I?



**Eric Johnston**

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Banner Advertising Network Committee

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# What is the CBAN?

- A cooperative effort by CNPA newspapers across the state to provide:
  - Single-order advertising access to hundreds of local markets.
  - Increased revenue opportunities for small and large market newspapers.

# Basic Terminology

- Page View: the delivery of a complete web page to a viewer, including text, photos and ads.
- (Ad) Impression: the successful delivery of an online ad to a web page.
- Unique visitor: depending on the reporting period, the single, unduplicated access of a website by a single computer.
- Ad tag: Code that will deliver a banner ad to users on your site.

# Banner Ad Standards

- Ads accepted for network placement will be provided in three sizes, all IAB (Internet Advertising Bureau) standard.

300 x 250



**2010 MALIBU LS**

Low mileage lease example for qualified lessees

**\$199** /month for **39** /months plus **\$2,589** Due at Signing



[LEARN MORE](#)

Includes security deposit, tax, title and dealer fees extra. Mileage charge of \$0.20/mile over 39,000 miles. At participating dealers only. Example based on survey. Each dealer sets its own price. Your payments may vary. Payments are for a 2010 Malibu LS with an MSRP of \$22,545. 39 monthly payments total \$7,371. Option to purchase at lease end for an amount to be determined at lease signing. GMAC must approve lease. Lessee pays for excess wear. Not available with other offers. Residency restrictions apply. Take delivery by 3/1/10.

728 x 90

**LOW PRICES ON RENTALS  
AT OVER 25 AIRPORT LOCATIONS**

**ADVANTAGE**  
RENT A CAR®



**BOOK NOW >>**

160 x 600



**New Product!**

**Hoover's  
Lead Builder**

**Your Leads.  
Your Way.**

**2 Minutes.**



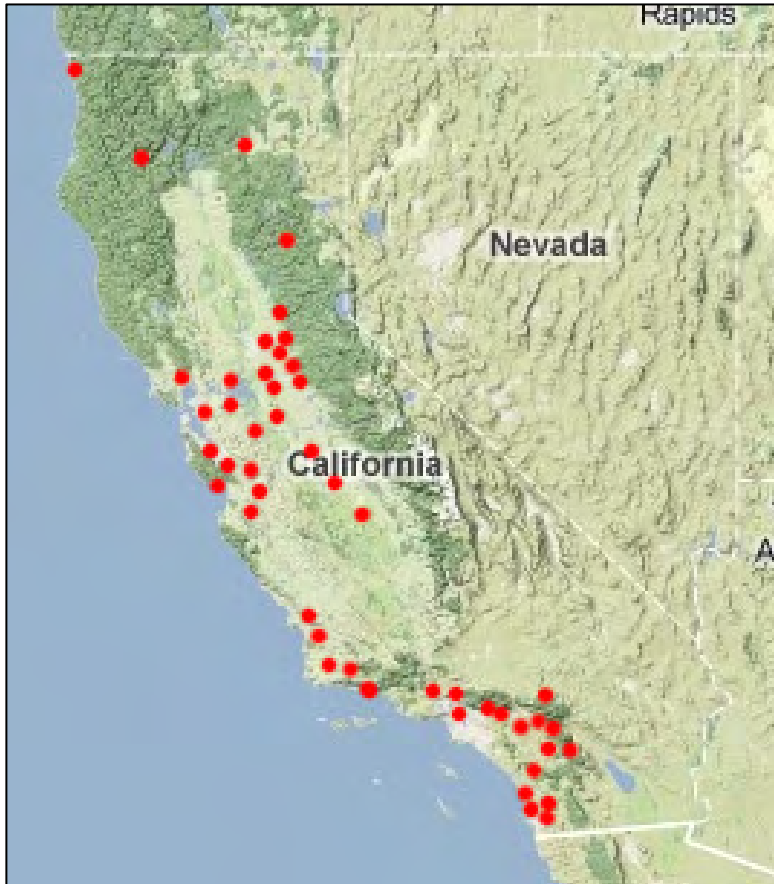
[Get Started Today](#)

**HOOVERS™**  
A DSB COMPANY

# Current network status

- As of 2/17/10, there are 61 papers delivering CNPA ad tags (currently delivering a house ad).
- Those 61 websites delivered just more than 7.1 million ad impressions in January, 2010.

# Current Network Status



## Northern CA

- Auburn
- Crescent City
- Gilroy
- Modesto
- Salinas
- Santa Clarita
- Sonora
- Stockton
- Brentwood
- Burney
- El Dorado Hills
- Fall River Mills
- Folsom
- Granite Bay
- Hollister
- Lodi
- Loomis
- Madera
- Menlo Park
- Merced
- Moraga

## Morgan Hill

- Mountain View
- Newman
- Pleasanton
- Quincy
- Rocklin
- Roseville
- San Andreas
- Santa Cruz
- Sonoma
- Weaverville
- Visalia

## Fontana

- Hemet
- Highland
- Idyllwild
- Imperial
- La Jolla
- Lompoc
- Los Angeles
- Los Cerritos
- Ramona
- Riverside
- San Diego
- San Fernando
- Santa Barbara
- Santa Maria
- Santa Ynez
- Yucaipa

## Southern CA

- Arroyo Grande
- Banning
- Big Bear Lake
- Chino
- Chula Vista
- Coronado
- Del Mar
- Escondido

As of 2/17/2010



# Participation requirements

- Contact Maria Rodrigues ([maria@cnpa.com](mailto:maria@cnpa.com)) to confirm your participation.
- Place the custom ad tags delivered to you on your site.
- Send Maria your current (or last audited) pageviews and unique visitor statistics, as well as inventory available for CNPA network on your site.

# Newspaper Participation

- Your newspaper can participate in the network in one of two ways
  - Active Participation: Selling ads into the network and delivering ad impressions on your site.
  - Passive participation: Delivering ad impressions on your site.

# Active Participation Revenue Opportunities

- Any market selling ad campaign into network will receive a 15% commission on gross revenue.
  - Example: a \$10,000 buy will result in a \$1,500 commission to the selling newspaper.
  - Market will also receive pro-rata share of any impressions delivered on their site via the network.

# Passive Participation Revenue Opportunities

- By delivering network ad impressions on your site, you will receive a pro-rata share of revenue.
  - Example: Your site delivers 50% of the impressions for a \$10,000 campaign.
  - After commissions your site will receive \$3,500\*
    - 15% commission to selling entity, 15% “agency” commission to CNPA, 70% allocation to newspaper markets.

# Sales Opportunities

- Campaigns can be targeted to three distinct areas
  - All markets (Run of Network)
  - Northern CA / Southern CA
  - Congressional/Senate/Assembly districts

# Potential Sales Targets

- National Advertisers
- Political Campaigns
- Regional points of interest / travel
  - Promoting Lodi wine region to SoCal audiences
  - Disneyland to Nor Cal audiences

*Think outside of your local marketplace!*

# What's next

- For member papers
  - Get those ad tags onto your site
  - Return your market info to Maria ([maria@cnpa.com](mailto:maria@cnpa.com))
  - Begin creating local sales target lists

# What's Next

- Through a partnership with Belden Associates, an ad campaign promoting a user poll will be activated this week to gather:
  - Local market user data/frequency
  - Consumer shopping habits
  - Political opportunities

# What's Next

- For the CNPA Network
  - Network rate cards will be distributed shortly
  - Our next call, to discuss specific sales strategies, has been scheduled for Thursday, March 18 at 10 a.m. Invitations will go out soon.

# Follow Up

- If you have any questions or comments after this call, please don't hesitate to contact me at:

[ejohnston@modbee.com](mailto:ejohnston@modbee.com)

209-578-2149

